

WOBC, WOGC, WOHO, WOKZ, WOLP, WOMS, WOOD, WOTV, WXSP**EEO PUBLIC FILE REPORT****May 23, 2011 - May 22, 2012****I. VACANCY LIST**

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Media Technician	1-3, 5-7, 9-15, 17-22, 24, 27-43, 45-46, 49-50, 52-53, 55-56	13
Multi-Media Journalist/Anchor	1-3, 5-7, 9-12, 14-15, 17-22, 24, 27-28, 30-46, 49-54, 56	51
Digital Sales Consultant	1-3, 5-15, 17-22, 24, 27-28, 30-43, 45- 46, 49-54, 56	13
Web Writer-Editor	1-3, 5-15, 17-22, 24, 26-43, 45-46, 49- 54, 56	26
Producer	1-3, 5-7, 9-15, 17-22, 24, 26-28, 30-43, 45-46, 49-53, 56	13
Photographer/Editor/Producer for Special Events	1-3, 5-7, 9-12, 14-15, 17-24, 27-43, 45- 46, 48-54, 56	48
Account Executive	1-2, 5-6, 12-15, 19-20, 22, 24, 27-28, 30, 36-37, 39-40, 43, 46, 49-50, 52	13
Producer	1-7, 9-15, 18-22, 24, 26-43, 45-46, 49- 54, 56	35
Media Technician	1-7, 9-12, 14-15, 17-22, 24-41, 43, 45- 46, 49, 51-54, 56	52
Design Director	1-12, 14-22, 24, 26-41, 43, 45-47, 49, 51-53, 56	51

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II. MASTER RECRUITMENT SOURCE LIST ("MRSL")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AARP AARP Foundation 516 Cherry Street SE Grand Rapids, Michigan 49503 Phone : 517.482.2772 Email : vlambert@aarp.org Fax : 1--- Velda Lambert	Y	0
2	Access Kent - Sheldon Complex 121 Franklin SE Suite 130 Grand Rapids, Michigan 49507 Phone : 616.336.3914 Email : Fax : 1-616-336-4015 Daryl Delabbio	N	0
3	Aquinas College Hruby Hall 1607 Robinson Road SE Grand Rapids, Michigan 49506 Phone : 616.632.2902 Url : http://www.aquinas.edu Email : Fax : 1-616-732-4435 Sharon Smith	N	0
4	AWS Employment Services P O Box 32 Shelbyville , Michigan 49344 Phone : 269.795.2983 Url : www.awsemploymentservices.com Email : colivier@awsusa.com Fax : 1-269-795-2985 Chris Olivier	Y	0
5	Broadcast & Cinematic Arts 340 Moore Hall Central Michigan University Mt. Pleasant, Michigan 48859 Phone : 989.774.7279 Url : http://www.cmich.edu Email : mcdonljk@cmich.edu Fax : 1--- Dr. Peter Orlik	Y	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
6	Butterball Farms Michigan Phone : 616.243.0105 Email : bonnie.m@butterballfarms.com Fax : 1--- Bonnie Mroczek	Y	0
7	Calvin College 3201 Burton Street SE Grand Rapids, Michigan 49546 Phone : 616.526.6485 Url : http://www.calvin.edu Email : career@calvin.edu Fax : 1-616-526-6502 Karen Brewer	N	0
8	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3650 Url : www.careerbuilder.com Email : Fax : Manual posting Job Placement	N	2
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : info@michaelsmedia.com Fax : 1--- Michael Bille	N	0
10	Cornerstone University 1001 East Beltline NE Corum Student Union, 2nd Floor Grand Rapids, Michigan 49525 Phone : 616.222.1433 Url : http://www.cornerstone.edu Email : Fax : 1-616-222-1529 John Warren	N	0

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11	Davenport University 415 East Fulton Grand Rapids, Michigan 49503 Phone : 616.732.1210 Url : http://www.davenport.edu Email : Fax : 1-616-732-1142 Helen Pike-Shafer	N	0
12	Deliverance Outreach Ministry 1142 Broadway NW Grand Rapids, Michigan 49504 Phone : 616.460.9648 Email : Fax : Manual posting Pastor Leroy Tolbert	Y	0
13	Employee Referral Ryan Takeo	N	7
14	Ferris State University Michigan Phone : 231.591.2000 Url : http://www.ferris.edu Email : careerservices@ferris.edu Fax : 1--- Barbara Renne	Y	0
15	Gerald R. Ford Job Corps Center 110 Hall Street SE Grand Rapids, Michigan 49507 Phone : 6162436877 Url : www.jobcorpsnews.org/author/geraldrford Email : lahaie.gretchen@jobcorps.org Fax : 1--- Gretchen Lahaie	Y	0
16	Graeme Newell Marketing Ideanet 602 Communications 4349 E Colter Street Phoenix, Arizona 85018 Phone : 6029548373 Url : http://602communications.com/site/2011/04/graeme-n Email : Fax : Manual posting Sandy Lizik	N	0

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17	Grand Rapids Community College 143 Bostwick Ave NE Career Center, 3rd Floor, Room 336 Grand Rapids, Michigan 49503 Phone : 616.234.3891 Url : http://www.grcc.edu Email : Fax : 1-616-234-3546 Paul Phifer	N	0
18	Grand Rapids Press 155 Michigan NW Grand Rapids, Michigan 49503 Phone : 616.222.5529 Email : Fax : Manual posting Mary DeRade	N	1
19	Greater Glory MB Church 800 Burton SE P O Box 7745 Grand Rapids, Michigan 49510 Phone : 616.247.8912 Email : Fax : Manual posting Pastor Gregory Chandler	Y	0
20	Heritage Performers 2240 DeLange Dr. SE Grand Rapids, Michigan 49506 Phone : 616.771.9607 Email : Fax : Manual posting Career Services	Y	0
21	Holland Sentinel 54 West 8th Holland, Michigan 49423 Phone : 616.392.4222 Url : www.hollandsentinel.com Email : Fax : Manual posting Debra Long	N	1

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22	Hope College Michigan Phone : 616.395.7950 Url : http://www.hope.edu Email : mccoy@hope.edu Fax : 1--- Sarah McCoy	Y	0
23	Indeed - on-line	N	1
24	ITT Technical Institute 1980 Metro Court SW Wyoming, Michigan 49519 Phone : 616.406.1200 Url : http://www.itt-tech.edu Email : hbarry@itt-tech.edu Fax : 1--- Hannah Barry	Y	0
25	Job Fair Eva Aguirre Cooper	N	1
26	Journalism Jobs TBD Berkley, California Phone : 510.653.1521 Url : www.journalismjobs.com Email : Fax : Manual posting Dan Rohn	N	5
27	Jubilee Jobs 935 Baxter Street SE Grand Rapids, Michigan 49506 Phone : 616.774.9944 Url : http://www.jubileejobs.org Email : Fax : 1-616-774-5929 James Williamson	N	0
28	Kalamazoo Deacons Conference 1010 N. Westnedge Kalamazoo, Michigan 49007 Phone : 269.344.7333 Email : joni@deaconsconference.org Fax : 1--- Joni Groendyk	Y	0

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29	Kendall College of Art and Design 111 Division Ave North Ionia Building, Resource Center, 1st Floor Grand Rapids, Michigan 49503 Phone : 616.451.2787 x27 Url : http://www.kendall.edu Email : Fax : 1-616-451-9867 Christine Brown	N	0
30	Kuyper College 3333 East Beltline NE Grand Rapids, Michigan 49525 Phone : 616.988.3643 Url : http://www.kuyper.edu Email : Fax : 1-616-988-3608 Evan Heerma	N	0
31	LIN Media One West Exchange Street, Suite 5A Providence, Rhode Island 2903 Phone : 401-454-2880 Url : http://www.linmedia.com Email : WOOD_TV@linmedia.com Fax : 1--- Claudia Balcewicz	N	0
32	Lost Remote Michigan Phone : 877.715.6071 Email : jobs@lostremote.com Fax : 1--- Cory Bergman	N	0
33	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	N	1

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34	Michigan Association of Broadcasters 819 North Washington Ave Lansing, Michigan 48906 Phone : 800.968.7622 Url : http://www.michmab.com Email : Fax : 1-517-484-5810 Denise Westin	N	0
35	Michigan Association of Broadcasters 819 N. Washington Ave. Lansing, Michigan 48906 Phone : 800.968.7622 Url : www.michmab.com Email : Fax : Manual posting Anne Cochrane	N	1
36	Michigan State University Michigan Phone : 517.355.1855 Url : http://www.msu.edu Email : jaques@csp.msu.edu Fax : 1--- Paul Jaques	Y	0
37	Michigan Works 144 East Fulton Street Grand Rapids, Michigan 49503 Phone : 616.336.4100 Email : Fax : 1-616-336-4118 Beverly Drake	N	0
38	Mlive.com 339 E. Liberty Street Suite 210 Ann Arbor, Michigan 48104 Phone : 734.997.7090 Url : www.mlive.com Email : Fax : Manual posting Dawn Fisher	N	2

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39	National Academy or TV Arts and Science 24903 Lois Lane Southfield, Michigan 48075 Phone : 248.827.0931 Url : http://www.natasmichigan.org Email : smottley@comcast.net Fax : 1--- Stacia Mottley	Y	0
40	National Academy or TV Arts and Science/MI 24903 Lois Lane Southfield, Michigan 48075 Phone : 248.827.0931 Url : http://www.natasmichigan.org Email : mdes02@yahoo.com Fax : 1--- Michelle DeSouza	Y	0
41	National Alliance of State Broadcasters Associations 600 Peter Jefferson Parkway Suite 300 Charlottesville, Virginia 22911 Phone : 4343977.3716 Url : www.careerpage.org Email : Fax : Manual posting Doug Easter	N	0
42	National Association of Hispanic Journalists 1193 National Press Building 529 14th Street NW Washington, District of Columbia 20045 Phone : 202-662-7145 Url : http://www.nahj.org Email : jobbank@nahj.org Fax : 1-202-772-7144 Job Bank	N	0
43	New Life Christian Center of Muskegon 1624 Hoyt Street Muskegon, Michigan 49442 Phone : 231.726.3019 Email : lanejoel@yahoo.com Fax : 1--- Pastor Joe Lane	Y	0
44	non-employee referral	N	1

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45	Ohio & Illinois Centers for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Phone : 216.447.9117 Email : Fax : 1-216-642-9232 Gary James	N	0
46	People Helping People & Love Inc. 1150 56th Street Pullman, Michigan 49450 Phone : 616.771.9607 Email : Fax : Manual posting Sharon Powell	Y	0
47	PromaxBDA 1522e Cloverfield Blvd Santa Monica, California 90404 Phone : 310.788.7600 Url : www.promax.org Email : Fax : Manual posting Anush Payaslyan	N	0
48	Referral Noah DeSmit	N	1
49	Restorers Inc 1413 Madison SE Grand Rapids, Michigan 49507 Phone : 616.243.1984 Email : Fax : 1-616-246-7921 Sandra Hardy	N	0
50	Specs Howard School of Broadcast Arts 19900 West Nine Mile Rd Southfield, Michigan 48075 Phone : 248.359.9000 Url : http://www.specshoward.edu Email : kscollin@specshoward.edu Fax : 1--- Kevin Collin	Y	0

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51	TV Jobs PO Box 4116 Oceanside , California 92052 Phone : 800-374-0119 Url : www.tvjobs.com Email : Fax : Manual posting Mark Holloway	N	9
52	WOOD TV - Internal Posting 120 College Ave SE Grand Rapids, Michigan 49503 Phone : 616.771.9067 Url : http://www.woodtv.com Email : julie.pierce@woodtv.com Fax : 1--- Julie Pierce	N	8
53	WOOD TV - web site 120 College Ave SE Grand Rapids, Michigan 49503 Phone : 616.771.9690 Url : http://www.wootv.com Email : webcentral@woodtv.com Fax : 1--- Dave DeJonge	N	11
54	Workplacediversity.com LLC 26 Eastmans Road Parsippany, New Jersey 07054 Phone : 9739927311 Url : www.workplacediversity.com Email : Fax : Manual posting Dan Unknown	N	0
55	www.indeed.com unknown	N	1
56	Yahoo HotJobs/Monster 5 Clock Tower Place Suite 500 Maynard, Maine 01754 Phone : 978.201.2009 Url : www.hotjobs.com Email : Fax : Manual posting Chris Johnson	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			53

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	8/9/2011	Establishment of training programs for station personnel	<p>Leadership For Today: Direction For Tomorrow - A Workshop for Middle Managers August 9 - 11, 2011 Minneapolis, MN</p> <p>Your assistant news director or executive producer is a heartbeat away from being in charge of the largest department in your station. Is this person ready for the responsibilities? How do they handle their daily duties right now? From crisis management to coverage decisions, do you have complete confidence in your newsroom middle managers to execute your brand and strategic plan?</p> <p>Frank N. Magid Associates, Inc., the world's most respected research and consultation firm in broadcasting has the answer: Special training for newsroom middle managers. OK, so what's so special about ours? It's anything but institutional. Your middle managers will walk away so much more secure in their decision-making abilities that support the brand. They'll have more confidence and you'll have more confidence in them. You can stop sweating every vacation time and focus on the most important things, like implementing your strategic plan. There's another benefit: Bench strength. You'll be helping develop your managers of tomorrow, today.</p>	2	Executive Producer Executive Producer	1.00
2	10/11/2011	Participation in Job Fairs	<p>Grand Valley State University Fall Career Fair 2012 October 11, 2011 1pm - 5pm DeVos Place</p>	2	Director of Community Affairs Promotions Director	0.25
3	10/18/2011	Participation in Job Fairs	<p>Michigan Association of Broadcasters Broadcast Media Career Fair October 18, 2011 Western Michigan University</p>	2	Director of Community Affairs Programming Director	0.25

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4	1/18/2012	Establishment of training programs for station personnel	<p>Here is our pledge to you...</p> <p>The trajectory of your career is about to change significantly.</p> <p>Absolutely excellent conference! I will most certainly be sending you progress stories of my staff and how they will be utilizing this great information!</p> <p>My first time attending ... and it was the most beneficial sales training I have ever attended. I have already been able to put some of what I have learned into motion.</p> <p>This is not an idle promise, nor is it an exaggeration. It's exactly what has happened to hundreds of ROI conference attendees in the past. It is evidenced in the feedback we receive, both during and after the conference.</p> <p>Just in the month I've been back (immediately after the conference) I can account for \$377,000 in developed business that has come from the information I learned at the conference in January.</p> <p>And this is precisely why and how we design the conference. Our pledge, quite simply, is in the name of the conference. ROI means return on YOUR investment.</p> <p>Best training that I've attended in my 18 years in the TV business.</p> <p>Invaluable insight and direction for developing productive and lasting relationships with our clientele.</p> <p>ROI is all about retail advertising excellence and media sales technique that will have you closing more new business than ever before. It will also enable you to make raving fans of your</p>	4	Local Sales Manager Account Executive Account Executive Account Executive	1.00

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			<p>clients.</p> <p>Far and away, the best our industry has to offer. Nothing comes close to the detailed category info, the energy or the actual "return on investment" this conference produces.</p> <p>Get ready for the first three days of the rest of your career. And if you're still wondering what to expect, just be sure of one thing:</p> <p>Make sure your expectations are set very high.</p>			
5	2/23/2012	Participation in Job Fairs	Grand Valley State University Winter Career Fair February 23, 2012 1pm - 5pm DeVos Place	3	Director of Community Affairs Operations Manager General Manager	0.25
6	3/14/2012	Participation in Job Fairs	Michigan Association of Broadcasters Great Lakes Conference and Expo March 14, 2012 1pm - 3:30pm The Lansing Center, Lansing, MI	2	Director of Engineering News Director	0.25
7	5/9/2012	Establishment of training programs for station personnel	LIN Media BA Summit May 9 - 10, 2012. LIN's Business Administrators convened in Providence, Rhode Island to receive training on /financial systems, employment relations, tax and finance issues, and other matters. This training will enable the Business Administrators to attain higher level positions in the company and/or broadcast industry. Linda Phelps-Nichisch attended this training on behalf of LIN Media WOOD / WOTV / WXSP (Grand Rapids, Battle Creek, Kalamazoo)	1	Business Administrator	1.00

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8	5/18/2012	Establishment of an intern program designed to assist members of the community	<p>We have established an internship program to assist students in the community to acquire skills needed for broadcast employment.</p> <p>Internships are offered for college Juniors and Seniors and are counted as class credit.</p> <p>Interns join our team in the Fall, Winter, Spring and Summer.</p>	7		1.00
9	5/18/2012	Establishment of training programs for station personnel	We offer higher education to employees in their chosen field by attending classes at Aquinas College. Between June 2011 and May 2012, we had one employee take advantage of this educational opportunity enabling them to acquire skills that could qualify them for higher level positions.	1	Tech	1.00
TOTAL POINTS OVER REPORTING PERIOD:						6.00